

# Media-Related Universe Estimates Enumeration Survey

Spanish Translation -----  
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Hello, my name is \_\_\_\_\_ from Research Triangle Institute in North Carolina.

We are conducting a survey on behalf of The Nielsen Company. I have nothing to sell. This is a survey about media-related products that you may have in your home.

**IF PERSON DOES NOT UNDERSTAND ENGLISH AND YOU HAVE BEEN CERTIFIED TO INTERVIEW IN SPANISH → REPEAT INTRODUCTION IN SPANISH**

**IF PERSON DOES NOT UNDERSTAND ENGLISH AND YOU HAVE NOT BEEN CERTIFIED TO INTERVIEW IN SPANISH → PRESENT SPANISH CARD SIDE A**

**ENGLISH SPEAKING HOUSEHOLD MEMBER IS AVAILABLE → REPEAT INTRODUCTION**

**ENGLISH SPEAKING HOUSEHOLD MEMBER IS NOT AVAILABLE → PRESENT SPANISH CARD SIDE B (CASE WILL BE REASSIGNED TO A SPANISH SPEAKING INTERVIEWER)**

1. Spanish Translation -----  
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1. Are you the person or one of the people living here who owns, is buying or rents this home?

- YES ..... 1 → (GO TO INTERVIEWER NOTE ABOVE Q4)
- NO ..... 2 → (CONTINUE)
- REFUSED/UNAVAILABLE ..... (OBTAIN A NAME, DATE AND TIME TO RETURN)

2. Spanish Translation -----  
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2. Is the person or one of the people living here who owns, is buying or rents this home available at this time?

- YES ..... 1 → (ASK TO SPEAK TO HOUSEHOLDER AND REPEAT INTRODUCTION)
- NO ..... 2 → (CONTINUE)
- REFUSED/UNAVAILABLE ..... (OBTAIN A NAME, DATE AND TIME TO RETURN)

3. Spanish Translation -----  
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3. Are you a member of this household?  
(Do you reside at this address?)

YES ..... 1 → (CONTINUE)

NO ..... 2 → (ASK TO SPEAK TO ANOTHER HOUSEHOLD  
MEMBER AND REPEAT INTRODUCTION)

REFUSED/UNAVAILABLE ..... (OBTAIN A NAME, DATE AND TIME TO  
RETURN)

IF RESPONDENT IS OBVIOUSLY OVER 18 YEARS OF AGE, CIRCLE 1 BELOW AND CONTINUE. OTHERWISE, ASK:

4. Spanish Translation -----  
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4. Are you 18 years of age or older?

YES ..... 1 → (CONTINUE)

NO ..... 2 → (ASK TO SPEAK TO ANOTHER HOUSEHOLD  
MEMBER 18 YEARS OF AGE OR OLDER AND  
REPEAT INTRODUCTION)

REFUSED/UNAVAILABLE ..... (OBTAIN A HOUSEHOLD MEMBER'S NAME,  
PHONE NUMBER, DATE/TIME TO CALL BACK OR  
RETURN)

5. Spanish Translation -----  
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5. Please tell me if this is the correct address for this  
household.

[READ ENTIRE ADDRESS FROM CCF INCLUDING  
CITY, STATE, AND ZIP]

<sub>1</sub> VERIFIED ADDRESS ON CCF IS CORRECT

<sub>2</sub> CHANGED ADDRESS ON CCF

WRITE CORRECTIONS TO THE ADDRESS IN THE CORRECTION BOX ON THE CASE CONTROL FORM.

**HOUSEHOLD MEDIA-RELATED PRODUCTS**

6. Spanish Translation -----  
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6. The first set of questions asks about media-related products that your household may have. First, does this residence currently have a television set that is in working order?

- YES . . . . . 1 → (CONTINUE)
- NO . . . . . 2 → (GO TO Q25)
  
- DON'T KNOW . . . . . 98 → (GO TO Q25)
- REFUSED . . . . . 99 → (GO TO Q25)

7. Spanish Translation -----  
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7. How many television sets are in working order in your household, regardless of whether or not you use them?

- RECORD NUMBER OF WORKING TVs \_\_\_\_\_
  
- DON'T KNOW . . . . . 98
- REFUSED . . . . . 99

8. Spanish Translation -----  
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8. A digital converter box is a device required to convert digital over-the-air broadcasts received via an antenna to analog. This device is required since the “Digital TV Transition” in June 2009.

Is any working television set in your household currently connected to a digital converter box?

- YES . . . . . 1 → (CONTINUE)
- NO . . . . . 2 → (GO TO Q10)
  
- DON'T KNOW . . . . . 98 → (GO TO Q10)
- REFUSED . . . . . 99 → (GO TO Q10)

9. Spanish Translation -----  
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9. How many working television sets in your household are currently connected to a digital converter box?

- RECORD NUMBER OF TVs WITH DIGITAL CONVERTER BOXES \_\_\_\_\_
  
- DON'T KNOW . . . . . 98
- REFUSED . . . . . 99

10. Spanish Translation -----  
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-----?

10. Is any working television set in your household currently connected to a cable television service through a wire, not a separate satellite dish on your roof?

- YES . . . . . 1 → (CONTINUE)
- NO . . . . . 2 → (GO TO Q13)
  
- DON'T KNOW . . . . . 98 → (GO TO Q13)
- REFUSED . . . . . 99 → (GO TO Q13)

11. Spanish Translation -----  
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11. What is the name of the company that provides the cable service to this household?

- RECORD COMPANY NAME \_\_\_\_\_
  
- DON'T KNOW . . . . . 98
- REFUSED . . . . . 99

12. Spanish Translation -----  
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12. There are two types of cable TV service: regular cable service and digital cable service. If you have digital service, then you have a set-top box, an on-screen interactive program guide that you use with your remote control and that allows you to tune to a program directly from the guide and access to many more cable, premium and pay-per-view channels, as well as several channels of digital music.

Do you have digital cable service or regular cable service?

- DIGITAL CABLE SERVICE . . . . . 1
- REGULAR CABLE SERVICE . . . . . 2
  
- DON'T KNOW . . . . . 98
- REFUSED . . . . . 99

13. Spanish Translation -----  
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13. Is any working television set in your household currently connected to a satellite dish?

- YES . . . . . 1 → (CONTINUE)
- NO . . . . . 2 → (GO TO INTERVIEWER NOTE ABOVE Q15)
  
- DON'T KNOW . . . . . 98 → (GO TO INTERVIEWER NOTE ABOVE Q15)
- REFUSED . . . . . 99 → (GO TO INTERVIEWER NOTE ABOVE Q15)

14. Spanish Translation -----  
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14. What is the name of the company that provides the satellite service for this household?

RECORD COMPANY NAME \_\_\_\_\_

DON'T KNOW . . . . . 98

REFUSED . . . . . 99

IF Q12=1 or Q13=1, ASK Q15. OTHERWISE GO TO Q16.

15. Spanish Translation -----  
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15. Video-on-Demand allows users to select from a list of programs they can view immediately or start anytime, sometimes for a fee, and includes video features such as pause, fast forward and rewind.

Does any working television set in this household currently have access to a Video-on-Demand service?

YES . . . . . 1

NO . . . . . 2

DON'T KNOW . . . . .98

REFUSED . . . . .99

16. Spanish Translation -----  
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16. High-Definition is one type of digital television signal that is broadcast at a higher resolution, providing a higher-quality picture and a wider image that more closely resembles a movie screen. HDTVs are offered in one of three different resolutions; 720p, 1080i, and 1080p.

Of all the television sets currently working in your household, how many are High Definition, or HD, television sets?

RECORD NUMBER OF HDTVs \_\_\_\_\_ → (IF 0 GO TO Q19, ELSE GO TO Q17 )

DON'T KNOW . . . . . 98 → (CONTINUE)

REFUSED . . . . . 99 → (GO TO Q19)

16a. Spanish Translation-----  
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16a. How many TVs do you think might be HDTVs? (UP TO 3 TVs)

RECORD NUMBER OF TVs \_\_\_\_\_ (IF 0, GO TO Q19, ELSE CONTINUE)

DON'T KNOW . . . . . 98 (GO TO Q19)

REFUSED . . . . . 99 (GO TO Q19)

ASK Q16b, Q16c, & Q16d FOR FIRST TV, REPEAT Q16b, Q16c, & Q16d FOR SECOND TV, AND SO ON

16b. Spanish Translation-----  
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(IF 16a>1: Thinking only about the (first/second/third) TV...)

16b. Would you consider this TV to be a “flat panel” TV; that is, the entire TV is only about 3-4 inches deep?

	TV 1	TV 2	TV 3
YES . . . . .	1	1	1
NO . . . . .	2	2	2
DON'T KNOW . . . . .	98	98	98
REFUSED . . . . .	99	99	99

16c. Spanish Translation-----  
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16c. Is the TV screen shaped more like a rectangle than a square?

	TV 1	TV 2	TV 3
YES . . . . .	1	1	1
NO . . . . .	2	2	2
DON'T KNOW . . . . .	98	98	98
REFUSED . . . . .	99	99	99

16d. Spanish Translation-----  
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16d. Regardless of how long you have owned this TV, is this TV less than 5 years old?

	TV 1	TV 2	TV 3
YES . . . . .	1	1	1
NO . . . . .	2	2	2
DON'T KNOW . . . . .	98	98	98
REFUSED . . . . .	99	99	99

IF R ANSWERS 'YES' TO Q16b, Q16c, & Q16d FOR ANY ONE TV, GO TO Q17, ELSE GO TO Q19

17. Spanish Translation -----  
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17. Are any of the HDTVs you just mentioned currently receiving HD signals through an HD satellite receiver, through an HD cable receiver, or over-the-air via an antenna?

- YES ..... 1 → (CONTINUE)
- NO ..... 2 → (GO TO Q19)
  
- DON'T KNOW ..... 98 → (GO TO Q19)
- REFUSED ..... 99 → (GO TO Q19)

18. Spanish Translation -----  
-----?

18. Are you receiving the HD signals through an HD satellite receiver?

[PAUSE FOR RESPONDENT ANSWER]

Through an HD cable receiver?  
[PAUSE FOR RESPONDENT ANSWER]

Over-the-air via an antenna?  
[PAUSE FOR RESPONDENT ANSWER]

- A. HD SATELLITE RECEIVER ..... <sub>1</sub> YES    <sub>2</sub> NO    <sub>98</sub> DK    <sub>99</sub> REF
- B. HD CABLE RECEIVER ..... <sub>1</sub> YES    <sub>2</sub> NO    <sub>98</sub> DK    <sub>99</sub> REF
- C. OVER-THE-AIR ..... <sub>1</sub> YES    <sub>2</sub> NO    <sub>98</sub> DK    <sub>99</sub> REF

19. Spanish Translation -----  
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19. A DVR is a device offered through a cable or satellite company, or TIVO, which allows you to record, pause, and rewind live television without using a tape.

Is any working television set in your household currently connected to a DVR, a Digital Video Recorder?

- YES ..... 1 → (CONTINUE)
- NO ..... 2 → (GO TO Q22)
  
- DON'T KNOW ..... 98 → (GO TO Q22)
- REFUSED ..... 99 → (GO TO Q22)

IF Q12=1 or Q13=1, ASK Q20 and Q21. OTHERWISE GO TO Q22.

20. Spanish Translation -----  
-----?

20. How many working television sets in your household are currently connected to a DVR that is part of your cable or satellite receiver?

NUMBER OF COMBINED DVRs \_\_\_\_\_

DON'T KNOW . . . . . 98

REFUSED . . . . . 99

21. Spanish Translation -----  
-----?

21. How many working television sets in your household are currently connected to a DVR that is a separate unit from any cable or satellite receiver?

NUMBER OF STAND ALONE DVRs \_\_\_\_\_

DON'T KNOW . . . . . 98

REFUSED . . . . . 99

22. Spanish Translation -----  
-----?

22. Is any working television set in your household currently connected to a VCR, a Video Cassette Recorder?

YES . . . . . 1 → (CONTINUE)

NO . . . . . 2 → (GO TO Q25)

DON'T KNOW . . . . . 98 → (GO TO Q25)

REFUSED . . . . . 99 → (GO TO Q25)

23. Spanish Translation -----  
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23. How many VCRs are currently in working order in your household, regardless of whether or not you use them? Please include any VCR/DVD or VCR/TV combinations.

NUMBER OF WORKING VCRs \_\_\_\_\_

DON'T KNOW . . . . . 98

REFUSED . . . . . 99

24. Spanish Translation -----  
-----?

24. How many of the VCRs you just told me about are a:

PRESENT SHOWCARD 1 TO RESPONDENT

- A. Spanish Translation / VCR/DVD/TV combination? \_\_\_\_\_ <sub>98</sub> DK <sub>99</sub> REF
- B. Spanish Translation / VCR/TV combination? \_\_\_\_\_ <sub>98</sub> DK <sub>99</sub> REF
- C. Spanish Translation / VCR/DVD combination? \_\_\_\_\_ <sub>98</sub> DK <sub>99</sub> REF
- D. Spanish Translation / VCR only? \_\_\_\_\_ <sub>98</sub> DK <sub>99</sub> REF
- E. Spanish Translation / Some other type of VCR? \_\_\_\_\_ <sub>98</sub> DK <sub>99</sub> REF

(Spanish Translation / Specify) \_\_\_\_\_

25. Spanish Translation -----  
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25. (IF Q23>0 Other than possible DVD/VCR combinations you may have already told me about,) does your household currently have a working DVD player regardless of whether or not you use it? A DVD player may be used with a television set or a computer, it may be portable, or it may be built into a personal vehicle.

- YES . . . . . 1 → (CONTINUE)
- NO . . . . . 2 → (GO TO Q28)
- DON'T KNOW . . . . . 98 → (GO TO Q28)
- REFUSED . . . . . 99 → (GO TO Q28)

26. Spanish Translation -----  
-----?

26. (IF Q23>0 Other than possible DVD/VCR combinations you may have already told me about,) how many DVD players are currently in working order in your household regardless of whether or not you use them? Please include all DVD players used with television sets, computers, are portable, or built into a personal vehicle.

NUMBER OF WORKING DVD PLAYERS \_\_\_\_\_

- DON'T KNOW . . . . . 98
- REFUSED . . . . . 99

27. Spanish Translation -----  
-----?

27. (IF Q23>0 Other than possible DVD/VCR combinations you may have already told me about,)  
how many DVD players you just told me about are a:

PRESENT SHOWCARD 2 TO RESPONDENT

- A. Spanish Translation / DVD/TV combination? \_\_\_\_\_ <sub>98</sub> DK <sub>99</sub> REF
- B. Spanish Translation / DVD player on a computer? \_\_\_\_\_ <sub>98</sub> DK <sub>99</sub> REF
- C. Spanish Translation / Portable DVD player? \_\_\_\_\_ <sub>98</sub> DK <sub>99</sub> REF
- D. Spanish Translation / DVD Recorder? \_\_\_\_\_ <sub>98</sub> DK <sub>99</sub> REF
- E. Spanish Translation / DVD player in a personal vehicle? \_\_\_\_\_ <sub>98</sub> DK <sub>99</sub> REF
- F. Spanish Translation / DVD player only? \_\_\_\_\_ <sub>98</sub> DK <sub>99</sub> REF
- G. Spanish Translation / Some other type of DVD player? \_\_\_\_\_ <sub>98</sub> DK <sub>99</sub> REF

(Spanish Translation / Specify) \_\_\_\_\_

28. Spanish Translation -----  
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28. Does anyone living in your household currently  
have access to the internet at home?

- YES ..... 1 → (CONTINUE)
- NO ..... 2 → (GO TO **HOUSEHOLD ROSTER SECTION**)
- DON'T KNOW ..... 98 → (GO TO **HOUSEHOLD ROSTER SECTION**)
- REFUSED ..... 99 → (GO TO **HOUSEHOLD ROSTER SECTION**)

29. Spanish Translation -----  
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29. Please look at this card and tell me which of the following is used to access the internet in your home.

Would you say access is through...

PRESENT SHOWCARD 3 TO RESPONDENT

PAUSE FOR R ANSWER AFTER EACH OPTION

- A. Dial-up?.....  <sub>1</sub> YES     <sub>2</sub> NO     <sub>98</sub> DK     <sub>99</sub> REF
- B. DSL? .....  <sub>1</sub> YES     <sub>2</sub> NO     <sub>98</sub> DK     <sub>99</sub> REF
- C. Fiber Optic Service?.....  <sub>1</sub> YES     <sub>2</sub> NO     <sub>98</sub> DK     <sub>99</sub> REF
- D. Cable?.....  <sub>1</sub> YES     <sub>2</sub> NO     <sub>98</sub> DK     <sub>99</sub> REF
- E. Satellite?.....  <sub>1</sub> YES     <sub>2</sub> NO     <sub>98</sub> DK     <sub>99</sub> REF
- F. Wi-Fi?.....  <sub>1</sub> YES     <sub>2</sub> NO     <sub>98</sub> DK     <sub>99</sub> REF
- G. Cellular Network?.....  <sub>1</sub> YES     <sub>2</sub> NO     <sub>98</sub> DK     <sub>99</sub> REF

30. Spanish Translation -----  
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30. Does your household currently have a Nintendo Wii, Xbox 360 or Sony Playstation 3 gaming system that is in working order?

- YES ..... 1 → (CONTINUE)
- NO ..... 2 → (GO TO HOUSEHOLD ROSTER SECTION)
- DON'T KNOW ..... 98 → (GO TO HOUSEHOLD ROSTER SECTION)
- REFUSED ..... 99 → (GO TO HOUSEHOLD ROSTER SECTION)

31. Spanish Translation -----  
-----?

31. Does anyone in this household use the Nintendo Wii, Xbox 360 or Sony Playstation 3 to access the internet?

- YES..... 1
- NO..... 2
- DON'T KNOW ..... 98
- REFUSED ..... 99

**HOUSEHOLD ROSTER / PERSON LEVEL MEDIA-RELATED PRODUCTS**

Spanish Translation -----  
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The next set of questions asks about media-related products that you or other members of your household may have.

32. Spanish Translation -----  
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32. First, including yourself, please tell me the total number of people who live in this home.

NUMBER OF PEOPLE WHO LIVE IN HOME \_\_\_\_\_

DON'T KNOW . . . . . 98

REFUSED . . . . . 99

Spanish Translation -----  
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Now I want to know a little bit more about (you/you and the other people that live in this home). (IF OTHERS IN HOUSEHOLD, SAY: I will start with the person who owns, is buying or rents this home, and then move on to the others that live in this home going from oldest to youngest.)

33. Spanish Translation -----  
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33. What is the first name of the (owner/renter / oldest / next oldest) household member?

(1) STARTING WITH OWNER/RENTER THEN GOING FROM OLDEST TO YOUNGEST, COLLECT THE FIRST NAMES OR INITIALS OF THE FIRST 10 HOUSEHOLD MEMBERS ON THE ROSTER CARD.  
(2) ON ROSTER CARD, UNDER COLUMN LABELED "R", FILL IN THE BOX NEXT TO THE ROSTER LINE THAT REPRESENTS THE RESPONDENT.  
(3) THEN, LOOP THROUGH Q34 TO Q38 FOR EACH HOUSEHOLD MEMBER BEFORE ASKING Q39.

34. Spanish Translation -----  
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34. What is (your/ \_\_\_\_\_'s) sex?

35. Spanish Translation -----  
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35. What is (your/ \_\_\_\_\_'s) age?

IF R DOESN'T KNOW OR REFUSES, PRESENT SHOWCARD 4 TO R AND ASK: Please tell me the number on this card that best represents (your/ \_\_\_\_\_s) age.

36. Spanish Translation -----  
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36. Please tell me the number on this card that best represents (your/ \_\_\_\_\_'s) ethnicity.

PRESENT SHOWCARD 5 TO RESPONDENT

37. Spanish Translation -----  
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**37. Please tell me the number on this card that best represents (your/ \_\_\_'s) race.**

**PRESENT SHOWCARD 6 TO RESPONDENT**

**38. Spanish Translation -----  
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**38. Please tell me the number on this card that best represents (your/ \_\_\_\_\_'s) highest level of education.**

**PRESENT SHOWCARD 7 TO RESPONDENT**

Spanish Translation -----  
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Now I want to know a little bit more about personal electronic devices that members of your household age 6 and older may have.

RECORD ALL 'PERSON LEVEL MEDIA-RELATED PRODUCTS' INFORMATION ON ROSTER CARD.  
LOOP THROUGH Q39 TO Q44 FOR EACH HOUSEHOLD MEMBER ON ROSTER CARD BEFORE ASKING Q45.

39. Spanish Translation -----  
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39. (Do you/Does \_\_\_\_\_) own a video iPod or some other type of video Mp3 player? Please do not include cell phones.

40. Spanish Translation -----  
-----?

40. (Do you/Does \_\_\_\_\_) own any type of non-video Mp3 player?

41. Spanish Translation -----  
-----?

41. (Do you/Does \_\_\_\_\_) own a cell phone?

IF YES TO Q41 ASK Q42 TO Q44.

42. Spanish Translation -----  
-----?

42. (Do you/Does \_\_\_\_\_) subscribe to a video service on (your/his/her) cell phone?

43. Spanish Translation -----  
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43. (Do you/ Does \_\_\_\_\_) use (your/his/her) cell phone to access the internet?

IF YES TO Q43 ASK Q44.

44. Spanish Translation -----  
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44. Which of the following (do you/does \_\_\_\_\_) use to access the internet on (your/his/her) cell phone.

Would you say (you use/ \_\_\_\_\_ uses) ...

A cell phone network?  
Wi-Fi?

PAUSE FOR R ANSWER  
PAUSE FOR R ANSWER

**MISCELLANEOUS RESPONDENT DEMOGRAPHIC INFORMATION**

45. Spanish Translation -----  
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45. Now I just have one more demographic question to ask you.

Which number on this card best represents the total combined annual income, before taxes, of all members of your household, including yourself?

**PRESENT SHOWCARD 8 TO RESPONDENT**

- UNDER \$25,000 . . . . . 1
- \$25,000 TO \$29,999. . . . . 2
- \$30,000 TO \$39,999. . . . . 3
- \$40,000 TO \$49,999. . . . . 4
- \$50,000 TO \$59,999. . . . . 5
- \$60,000 TO \$74,999. . . . . 6
- \$75,000 TO \$99,999. . . . . 7
- \$100,000 TO \$149,999. . . . . 8
- \$150,000 TO \$199,999. . . . . 9
- \$200,000 OR MORE. . . . . 10
  
- DON'T KNOW . . . . .98
- REFUSED . . . . .99

**CONCLUSION**

**46. Spanish Translation** -----  
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**46. I need to indicate with whom I conducted this interview. May I please have your first and last name?**

FIRST NAME (INITIALS OR 99): \_\_\_\_\_  
LAST NAME (INITIALS OR 99): \_\_\_\_\_

**47. Spanish Translation** -----  
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**47. My supervisor may want to confirm that I have received these answers from someone in your home. Is there a telephone number that my supervisor could use to verify that I did my work correctly?**  
(IF YES, ASK FOR THE NUMBER)

TELEPHONE # ( \_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_ ..... (CONTINUE)  
NO TELEPHONE ..... 2 (GO TO END)  
DON'T KNOW ..... 98 (GO TO END)  
REFUSED ..... 99 (GO TO END)

**48. Spanish Translation** -----?

**48. Is this number a...**

Spanish translation / Home phone? ..... 1  
Spanish translation / Cell/mobile phone? ..... 2  
Spanish translation / Work phone? ..... 3  
Spanish translation / Relative/neighbor/friend? ..... 4  
RECORD NAME \_\_\_\_\_  
Spanish translation / Pager/beeper? ..... 5  
DON'T KNOW ..... 98  
REFUSED ..... 99

**Spanish Translation** -----  
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**[END]: Those are all my questions. Again, my name is \_\_\_\_\_ . I'd like to thank you for your cooperation. I hope you have a nice (day/evening).**